

**ABSTRACT OF THE DISCLOSURE**

Disclosed herein is a magnetic powder which can provide a bonded magnet having excellent magnetic properties and having excellent reliability especially excellent heat stability. The magnetic powder is composed of an alloy composition represented by  $R_x(\text{Fe}_{1-y}\text{Co}_y)_{100-x-z-w}\text{B}_z\text{Nb}_w$  (where R is at least one kind of rare-earth element, x is 7.1 - 9.9at%, y is 0 - 0.30, z is 4.6 - 6.9at%, and w is 0.2 - 3.5at%), the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein the magnetic powder has magnetic properties in which, when the magnetic powder is formed into an isotropic bonded magnet having a density  $\rho$  [ $\text{Mg}/\text{m}^3$ ] by mixing with a binding resin and then molding it, the maximum magnetic energy product  $(\text{BH})_{\text{max}}[\text{kJ}/\text{m}^3]$  of the bonded magnet at the room temperature satisfies the relationship represented by the formula  $(\text{BH})_{\text{max}}/\rho^2[\times 10^{-9}\text{J}\cdot\text{m}^3/\text{g}^2] \geq 2.2$ , and the intrinsic coercive force  $(\text{H}_{\text{CJ}})$  of the bonded magnet at the room temperature is in the range of 320 - 720 kA/m.